**Chapter 8 ~ E-Commerce & Virtual Marketing**

**GOALS 8.1 ~ WHAT IS E-COMMERCE?**

* Describe the three stages of development for e-commerce businesses.
* Discuss the importance of the marketing concept to successful e-commerce.

**Expanding E-Commerce**

E-Commerce includes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Brick & Click

Brick & Mortar

Click Only

**Stages of Development**

**Full Integration Stage**

**Interaction Stage**

**Information Stage**

**Advantages of E-Commerce Disadvantages of E-Commerce**

**E-Commerce businesses must be able to:**

**Marketing Concept**

**Applied to E-Commerce**

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**Still means: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**8.2 ~ THE GROWING IMPORTANCE OF E-COMMERCE**

**GOALS**

* Identify evidence of the growth of the Internet.
* Describe the various business uses of the Internet for e-commerce.

**Communicating**

**Gathering Information**

**Improving Operations**

**8.3 ~ VIRTUAL MARKETING AND DISTRIBUTION**

**GOALS**

* Differentiate virtual marketing from traditional marketing.
* Describe distribution methods used in e-commerce.
* Identify distribution problems experienced by e-businesses and how they can be resolved.

**Examples of Virtual Marketing**

**Virtual Marketing Issues**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
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How does e-commerce make marketing more complex?

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**Distribution for E-Commerce**

Distribution can determine the success of failure of E-Commerce businesses**. Major Distribution Changes:**

**Product Distribution**

**Order Processing**

**Finding & Buying Products Online**

**Distribution Problems and Solutions**

**Expanded Distribution & Customer Service**

**Transaction Security**

**8.4 ~ THE ROLE OF PROMOTION FOR E-COMMERCE**

**GOALS**

* Describe how companies use promotion on the Internet.
* Identify ways to increase the effectiveness of online promotion.

**Promotion Methods**

**Web Sponsorship**

**Online Advertising**

**Information Web Sites**

**Priority Placement**

**Other Types of Promotions**

**Features Likely to Increase Online Purchasing**

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**Effective Promotional Tools**

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